

Extension history

New ways of reaching families gain popularity

During the post-war 1950s and '60s, women wanted to know more about family life, mental health, farm policy, farm business and improving their homes. Extension responded with new programs and in 1958, using a new way of communicating, began broadcasting best food buys over Minnesota's 22 TV stations. Heart disease among women was a big concern, and Extension taught lessons in eating right to manage weight. Extension also developed nationally known programs to teach handicapped homemakers how to manage with less energy or limited motion. Now more than ever, families relied on Extension's research-based information to help them make good decisions.

Categories:

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